Foster Gallery

Team Rekettyesárga

Audience

Couples and single individuals considering adoption
(from the age of 25 to 45)
General public

Problem

People are more likely to adopt children under the age of 3, meanwhile, over half of the adoptable children are over 10 years old. These children tend to be more challenging to raise.

Challenge

Parents fear that by adopting an older child, they may intervene too late in the child's socialization, receiving a traumatized child with already formed behaviors that they feel powerless to influence. Older kids are perceived as "damaged goods".

Goals

We would like to challenge societal misconceptions and encourage potential parents to consider adopting older children.

| Our Insight	Unconditioned love is everpresent in the case of one's own children but during the adoption of older children there are a lot of prejudicies and expectations.
Our message	Convincing parents who are looking to adopt to try to connect with children over the age of 10 as they could very well be the *perfect* child the parents would have been waiting for.
Our concept	Raising awareness of overaged children in foster homes having the same dreams as children who grew up in normal households. We reach out to foster homes to ask their teenagers to create their own art pieces about their hopes and dreams. These art pieces will be exhibited at a gallery with a grand opening ceremony.

Reaching out

We will reach out to as many foster homes as possible to create an extracurricular activity where the teenage foster kids can create artworks like paintings, poems, statues, letters or photographs through which they can present their hopes and dreams.

The foster homes are then asked to send in these anonymous artworks to the address of the gallery where we collect them for the exhibition and the grand opening.

#10enévesen

Tiniéveim során mindig is színész akartam lenni és a szüleim ebben végig támogattak!
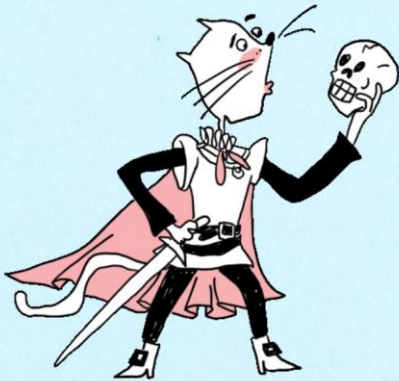
#10enévesen

We ask some influencers to start this trend to get people to share their hopes and dreams back from when they were teenagers with the #10enévesen hashtag

Articles and experience

After the #10enévesen hashtag had been running for 2 weeks, people who lived in foster homes (Osváth Zsolt, Kálid Artúr...) will share their own teenage dreams.

Emphasis on the fact that these people/children are really similar.

On the next day news portals (444.hu, telex...) publish articles about succesfully adopted 10+ years old children and the interviews with the child psychologists about the fact that raising adopted adolescents is not an impossible task.

The articles end with the announcement of the gallery opening!

Gallery opening

Osváth Zsolt and Kálid Artúr talk about the event's purpose and their own experiences in the institutes and open the event

Child psyhcologist guests talk about why it is not impossible to bond with adopted children over the age of 10

At the same time as the grand opening all the digitalized artworks will be available on the NGO's website

Video recording of the event will also be available on the same website

The Magyar Élelmiszerbank Egyesület would be the caterer of the event
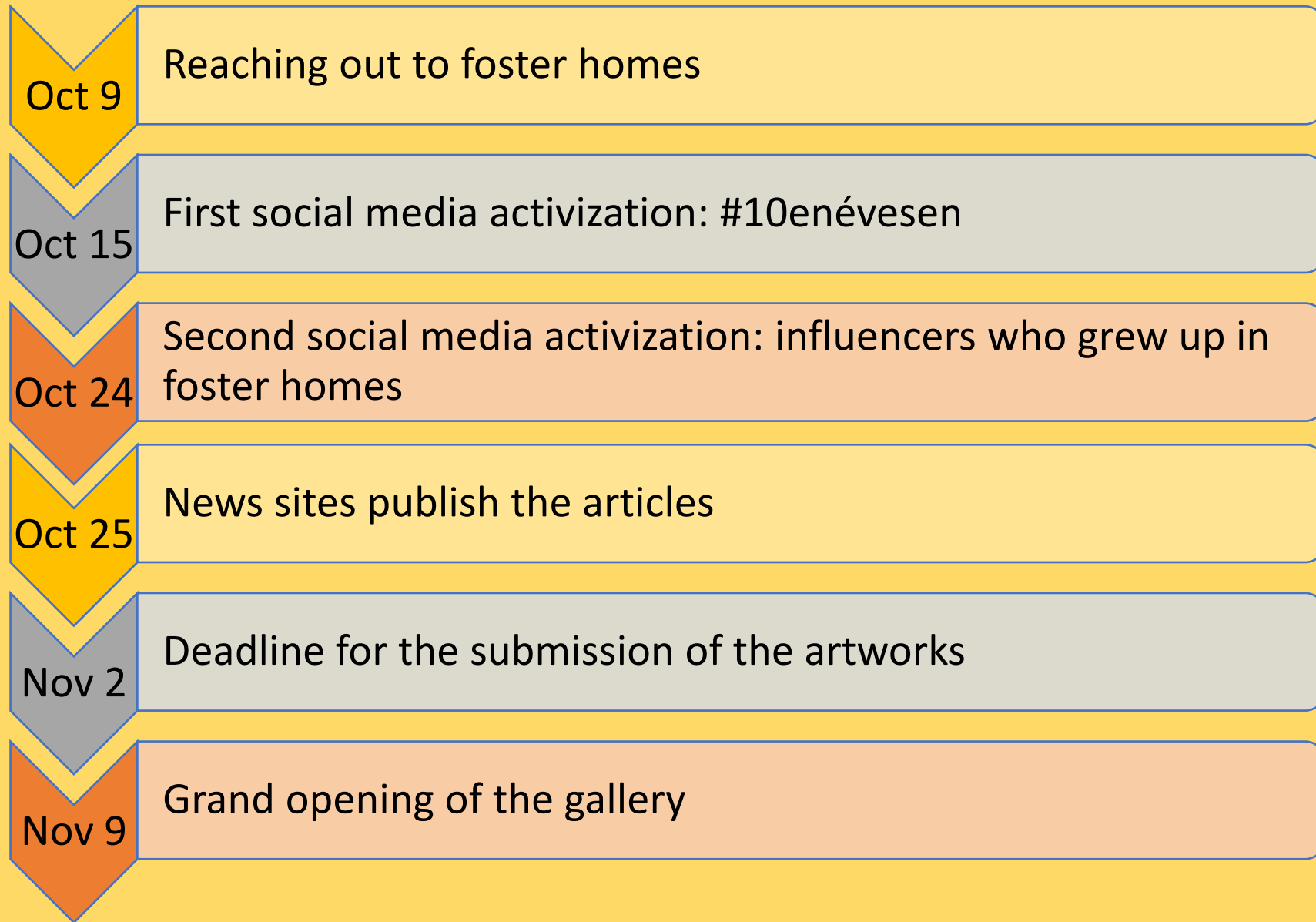
Why do we believe in this idea?

Social media campaign helps hype the event

Expert opinion thanks to the psyhcologist guests and articles

The event could lead to these children finding their new families

The speeches during the event come from real life experience

The event can be organized annually

Creating the artworks helps the children express their emotions

Because we focus on the children but they are not in the spotlight